

MUSTANG DAILY

California Polytechnic State University San Luis Obispo

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ASI candidates address issues

Panel questions office-seekers on campus concerns

By Larre M. Sterling
Staff Writer

A panel discussion held in the University Union plaza Tuesday morning allowed ASI presidential and chairman of the board candidates the opportunity to express their

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views and opinions about the key issues facing Cal Poly.

The panel discussion, sponsored by ASI, was a one-hour forum dedicated partly to questions from the panel and partly to student questions from the audience.

The four primary topics of See PANEL, page 7



JON ROGERS/Mustang Daily

(From left) ASI electoral candidates Mark Denholm, Anthony Monzon, Adam Taylor, Jeff Denham and Michael Gomes

Financial institute to recognize two top Poly finance students

By Caroline E. Pinola
Staff Writer

Two outstanding Cal Poly business students will be honored as the university's top finance students by the Financial Executives Institute tomorrow in Los Angeles.

Jim Sundali and Steve Albert were chosen by the finance department faculty as advanced students who have demonstrated outstanding academic potential and achievement.

They will join the top finance and accounting students from other Southern California colleges and universities, and will receive a medallion award for their success from the Los Angeles chapter at its annual awards dinner.

Sundali, who is originally from Anaheim in Orange County, has maintained a 3.75 GPA, and will

graduate with a master's degree in business administration in June. He also graduated from Cal Poly in 1985 with a bachelor's degree in economics.

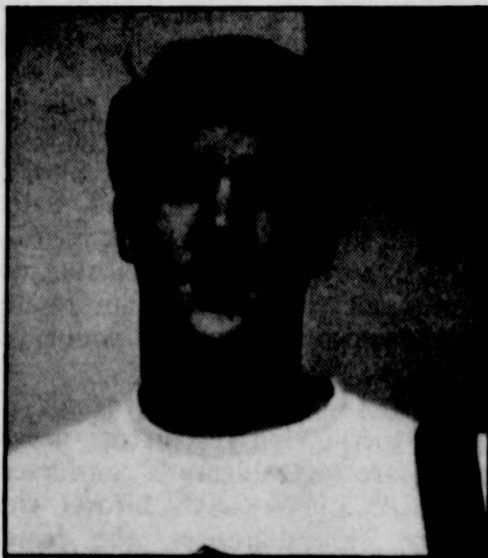
Sundali will go to the University of Arizona in the fall where he will pursue a doctorate in business administration. His career goal is to teach and do research while consulting on the side.

He taught an economics course at Cal Poly last spring, and is currently working as a graduate assistant and researcher.

Sundali attributes his success to working hard, and would like to use his degree as a tool to help others.

"I think that being true to yourself is the most important thing," he said. "Money is important, but the lifestyle that you choose for yourself is more

See AWARDS, page 8



Jim Sundali (top) and Steve Albert

Panel discusses womens' role in politics, activism

Say anyone can make difference

By Mary Frederisy
Staff Writer

A panel of four women, ranging from a former mayor of San Luis Obispo to a self-proclaimed "community agitator," met Monday night to discuss the role of women in politics and today's grass roots activism as part of Earth Day 1990.

The panel, sponsored by the National Organization for Women, included former San Luis Obispo mayor Melinda Billig; Della Malins, a local grass roots activist; Bonita Borgenson, Atascadero City Councilmember; and Lillian Judd, community activist.

While the theme of the discussion was women in politics, the main emphasis turned

to how anyone, not just women, can make a difference in the way things are run.

"Once women recognize the power they have, the changes will come very rapidly," Malins said. "But getting people to recognize, after seeing a problem, that they can do something is important. It (a change) can start very slowly, but once you get people started, you can work from that. Momentum gets going when people think the cause is right."

The panel also said that nearly everyone can get involved in the same way, and see the changes on the local level.

"People either think their vote does not count, or that no

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A vote for children...

Guest columnist Brenda Martin examines the child care situation on campus, and questions why it isn't a priority, not only here, but throughout the U.S.

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Exercising your right...

Mustang Daily's continued coverage of the ASI election addresses the issues of low voter turnout, ASI structure and ASI authority.

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In INSIGHT...

The Paris-based Organization for Economic Cooperation and Development (OECD), studied California's colleges and universities. Find out how we did.

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Commentary



Child care should take priority

By Brenda Martin

Isn't it strange that a mystical defense strategy like the new Stealth bomber gets the go-ahead, while that same nation's children go without? They are the "future" the Defense Department claims to protect, and that we clamor be protected. Is it not, then, somehow ironic that their future is threatened by this "protective" legacy? The current site of Cal Poly's Children's Center is a WWII barracks, that was set for demolition in the early 1960's.

If housing speaks louder than words, what message are we sending to the world? At Cal Poly, only 28 percent of those who requested child care were served by the center last year, and there are 255 children on the waiting list. The nation's waiting list is even longer, with over 20,000 preschool children in the United States without child care.

Obviously there are those who would like to see a change, starting here. Recently, 1,807 Cal Poly students signed a petition placing the Children's Center initiative on today's ballot which, if approved, will increase the quarterly activity fee by one dollar per student, for the next ten years. The funds will supplement state funding for a permanent facility which will double the site's present capacity.

"Why must we go begging?" asked one petition-signer. Under current university provisions, child care for students is considered a benefit, not a given. In our society's bifocal view of children as luxury items/nuisances, the center must compete for funding with other student amenities — such as the bowling alley.

While a new campus facility will solve much of the child care dilemma on campus, unfortunately, plans for a national child care program have been only rhetoric tied up with a pretty red bow. Before

that can change, a much larger step needs to be taken along the lines of attitude. For example: Recently, in my History 315 class some students criticized those who are on welfare as being lazy. Considering much of the student population is from affluent backgrounds, I found such blanket assumptions offensive. While I am not on welfare, I am representative of the enrolled student families at Cal Poly's Children's Center, of which half earn salaries less than \$1,500 per month; and one-fourth earn less than \$500 per month. At eight to 13 dollars a day, child care takes a big chunk of this income. Yet, without child care, the choice for a better future is simply not there.

The point is, if we criticize one's subsistence existence, and yet refuse to help them change that existence — when we trivialize the needs of young couples who must lead a double life on a single paycheck to get an education — we are not only hiding our eyes, but we are closing the door to solutions.

Ideally, children (and child care centers) should be planned for. However, marriages fall apart and life patterns change. Sacrifices must often be made before one can choose "the road less traveled" — before there is an opportunity to choose a path at all. While few of us will experience the stress of being student-parents, it is likely that most of us will one day experience the stress of inadequate child care.

If we build a better bowling alley, we can build adequate child care facilities. Cast your vote today for the center. Student-parents at Cal Poly need recognition. The children need room to grow.

Brenda Martin is an English major graduating this June and the mother of four.

Our ASI election endorsements

It's time again for the *Mustang Daily* editorial board ASI election endorsements.

After a long debate, we are endorsing Michael Gomes for president. This vote was the closest among the editors, with Gomes edging Adam Taylor out by only one vote. Although we think that Taylor would make a great president based on his fresh approach to the issues confronting ASI, we went with Gomes because of his experience and proven leadership abilities.

For the office of Chairman of the Board, we are endorsing Mark Denholm. Based on his involvement in ASI we saw Denholm as the clear choice.

We are also endorsing the Children Center Resolution, although we want to express our concern that it may not be enough. The Children's Center will probably need more money than this will provide, but it is a great start. Perhaps approval of this resolution will send a message to the Board of Trustees that providing child care is a priority on this campus.

CORRECTION

We would like to clarify a point about the Student Referendum concerning the Children's Center from yesterday's story "Children's Center resolution." The referendum calls for a fee increase of one dollar per student per quarter.

Letters to the Editor

Readers challenge mislabeling letter

I am writing in response to Michelle Hampton's letter "What's in a name." Let's define some terms. Fetus is a perfectly good Latin word. It means "unborn child." Induced abortion means to kill the fetus (unborn child). Choice means what? To decide whether to be pregnant? No. That choice has already been made previously, whether intended or not. To decide whether to allow the unborn child to live? No. If no "choice" is made, the unborn child lives. So as far as abortion is concerned, choice means a woman's right to abort (kill) the fetus (unborn child) within her.

Michelle correctly points out that the other side (pro-lifers) support legislation to deny a woman this choice. But instead

of giving women this choice, how about giving the unborn child a choice? No doubt the baby should be given some say in the matter since it is her life that is at stake.

Bill Spence
Architecture

In response to Michelle Hampton's letter to the *Mustang Daily*, dated April 16. I think that Ms. Hampton doesn't understand the reasons for the labels "pro-life" and "pro-choice". These labels have been chosen by the two sides in this issue because they demonstrate what each side thinks is the truth.

For example, if I am pro-choice, I call myself that because I hold that a fetus is not a human being, and therefore that abortion is not murder. Since it's not murder then I have the right to choose it or not, hence pro-

choice. If I am pro-life, I call myself this because I hold that a fetus is a human being, and therefore that abortion is murder, then I must be anti-death or pro-life.

John Hidley
Electronic Engineering

Penguins peeved by earthy critic

When a person writes a letter to be published where others will read it, that person has a responsibility to get some facts regarding the issue. I am talking about Don Kimball's April 16 letter regarding the 40th Annual High Mountain Enduro. This event will take place on April 22, coinciding with Earth Day 1990. To say that we are "racing in anyone's face" is typical of the stereotyping that people with a

biased attitude rely on. Our enduro date was set over nine months ago, before most people, including us, had heard about Earth Day.

Contrary to Don's accusations, the Penguins are quite concerned with the environment. In addition to putting on our enduro, the club, in conjunction with at least 50 volunteers from other local organizations will be cleaning campsites and performing trail maintenance. As far as our use of the trails is concerned, strict U.S. Forestry Service guidelines require us to use

established trails and post a monetary bond to ensure that the environmental impact of the event is negligible.

This is representative of the things that we are doing throughout the year to help dissuade the preconceived negative image of motorcycling that many people have. We sincerely hope that the population of both Cal Poly campuses can develop a more informed opinion before passing judgement.

Mark Hoppe and Sean Dobbins
Cal Poly Penguins

LETTERS POLICY

Letters to the editor should be no longer than 200 words. They should include the author's name, address, phone number and major/title. Submit letters to Room 226 of the Graphic Arts building. They may be edited for length, clarity or factual content. Contact the Opinion editor if you wish to write a guest column.

ASI Elections

Lack of awareness, apathy add up to low voter turnout

By Jena Thompson
Staff Writer

Last year, only 12.5 percent of the student body voted and there was only one candidate for ASI president. This year three students are running for ASI president and two for Chairman of the Board, which should make students more interested in their directors, and make them want to find out who these people are.

Students can only speculate as to what makes a good president. Some are apathetic, and some are unaware of how the system works.

Journalism freshman Nora Kabat did not know when elections are, or who is on the ballot. She said she would vote if she knew.

"A president should be open-minded to different ideas and beliefs, and not partial to any one group," she said.

"If you don't vote," she added, "you don't have a right to complain."

"It (being president) is a great learning opportunity," said Roger Conway, executive director for ASI. "It takes a lot of maturity and willingness to commit to dealing with people

and have the authority to advocate all of them and not alienate anyone."

Ricardo Echeverria, the current ASI president, agrees. "What students want in their president is someone who represents their interests," he said.

Everyone is affected by ASI, since everyone pays \$47 into the ASI budget each quarter.

"It's a crime to not know who is representing you," said business senior Anthony Monzon, one of the two candidates for Chairman of the Board. "If you have an interest, it is pro

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Is ASI powerful?

Echeverria: Has 'substantial' role

By Larre M. Sterling
Staff Writer

Associated Students, Incorporated is one of the controlling student bodies on campus, but just how powerful is it?

ASI President Ricardo Echeverria said ASI plays a substantial role in determining where student funds go.

"ASI has two roles," said Echeverria. "We handle the funding by proper allocation, and the other aspect is that we are

the voice of the students."

Roger Conway, executive director of ASI, said the power that ASI has depends upon one's perception of ASI.

"If you see ASI as a non-profit benefit corporation with control over their own affairs, there's a lot of power," said Conway. "As a political entity advocating on behalf of students, I see ASI having considerable sway with the administration."

The difference is that ASI has ultimate control over its financial

matters, but no control over the outcome of administrative decisions, said Conway.

ASI has control over only those issues that it has contributed to with ASI funds. Any club, organization or project that ASI donates to or helps to fund is considered to be under the jurisdiction of ASI.

"The decisions we make stand as far as funding is concerned," said Echeverria.

ASI has minimal say over

See AUTHORITY, page 10

Restructuring of ASI has altered public's view of business — Alberstein

By Tara Murphy
Staff Writer

One year after it went into effect, the restructuring of ASI into a public benefit corporation hasn't been as major a change as it would seem, said ASI Greek Relations chair Terry Alberstein.

The main benefit of the restructuring, said Alberstein, is that the bill "moved the public impression more in line with the actual structure of ASI.

"It changed the sound of ASI from a government, which it isn't, to a business, which it is," he explained.

Alberstein wrote ASI Bill 89-02 last year as a member of 1988-89 ASI president Tom

Lebens' executive board. The bill was passed on last year's ballot with a two-thirds majority.

Other important changes are that the bill takes the right of succession away from the vice president, and gives it to the executive vice president. Executive vice president is a position appointed by the president.

Alberstein likened this change to the way the chain of command works in a corporation. If the president for any reason steps down, a successor is appointed rather than the vice president taking over the job.

The opportunity for directors to be appointed for a second

See STRUCTURE, page 6

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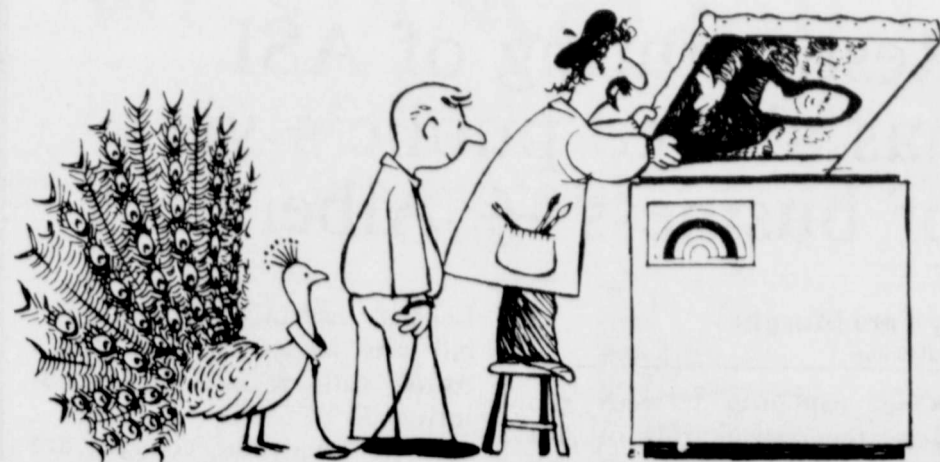
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VOTING

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bably represented in some way through ASI."

Mechanical engineering freshman Stuart Gibson first said he wanted to see ASI's reach limited.

"We all pay into it and most don't even realize it," he said. He did agree that everyone is affected by ASI and said that a good president should represent the interests of everyone. "I'll probably vote, though," he said, after thinking it over.

Most Cal Poly students do not vote during ASI elections, and apathy is not the only reason for

the lack of voter turnout.

They all have something to say about what makes a good president. They all have needs to express. And most of them have not voiced them.

Most students agree that as a leading voice for students, a student body president should be impartial, approachable and personable.

"I'm voting," said Rene Fernandez, landscape architecture sophomore. "As a Cal Poly student, you have the responsibility to get involved and the system is set up to reach everyone."

Fernandez, one of Cal Poly's

six Poly Royal ambassadors, has been speaking at high schools and junior colleges to promote Poly Royal. He said he talked with a lot of students this year who have been turned down by Cal Poly. He tells them to keep applying if they want to attend Cal Poly.

"I just realize how lucky I am to even be here (at Cal Poly)," said Fernandez. "I realize since I'm a part of something here that I should get involved in some way, and you can always find something in ASI that you can do."

A lot of students don't know ASI exists.

Joanna Bandler, business senior and chair of the elections committee representing the School of Business on the board, said that a lot of people are just completely apathetic.

"I hope the number of students that voted last year is at least doubled this year," she said. "There are so many signs everywhere and the voting dates are on a lot of them."

Architecture junior Ferdinand De Vera said that the only time ASI is highly publicized is during elections.

"If people knew about ASI, they would want to be involved," said De Vera.

Huey Mach, an electronic engineering sophomore from the ASI cultural advisory committee said that if people are not represented through ASI on the Board of Directors, their ideas will not be considered.

Mach said that ethnic representation on the Board of Directors is important. He is also a club member in Chinese Students' Association at Cal Poly.

"Unless you are in a club or athletics, you don't know ASI exists and you won't vote," he said. "Also, a lot of people don't know what's being talked about in ASI until after decisions have been made."

Electrical engineering sophomore Rey Braga agrees that ASI needs to find a way to promote itself more.

"If students knew they were being represented," he said, "they would vote for the people most qualified for the positions."



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The California University:

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If California was a country, how would its educational system fair in comparison to other countries of similar economic standing? The California Community Colleges, the University of California (UC), and our very own California State University (CSU) systems came under the microscope last year by an international organization. And guess what? We didn't do too bad.

The year-long study was conducted by the Paris-based Organization for Economic Cooperation and Development (OECD) which sent a team of observers to analyze the functionings of California higher education systems.

"It's given us a chance to look at ourselves," said Leann Parker, Educational Relations officer for the University of California. "To see ourselves as others see us. It's good to get a different perspective on yourself sometimes."

The OECD is a consortium of 25 Western nations aimed at achieving sustainable economic growth. Though the organization had previously only focused on national systems, the higher education processes in the United States vary so greatly from state to state that it would have been difficult to study the nation as a whole.

California was selected as the experimental base since it is the most populous and prosperous of the states. It is blessed with a vigorous economy which ranks sixth in the world, and is comparable to many OECD countries.

"It would be fair to say that the focus wasn't to compare institutions as it was to have an increased understanding of Californian attempts to form and address public policy in educational institutions," said Dr. David Leveille, the study's coordinator for the CSU Chancellor's Office.

A central focus for the OECD survey was the economic links between universities and business and industry. It called for the study of the complexities of higher education finance and its influences on the retention of the work force and the upgrading of labor skills to meet new workplace demands.

The most notable of California's educational struggles are to marry access with success for its students, equality with excellence within the system, and financial independence with independence from state legislature. California is a state of great ethnic diversity, assimilating many peoples from Mexico, Central America, and the Pacific Rim.

"The visitors were struck by the diversity on the campuses," said Leveille. "They were impressed by the variety of ages, the number of adult students and the number of women on campus."

In the January 1990 report for the OECD Observer, Dr. A.H.

Halsey noted that "...there is no country with a more clearly announced resolve to provide equality of opportunity to all its citizens for entry, through education, to a skilled, post-industrial economy."

No one in the educational system takes this claim lightly. The California post-secondary system is the most expansive in the world because its students, patrons and customers demand it. It is through the educational system that California businesses gain their experts and leaders of tomorrow.

Leveille feels that this interdependence brings increased commitments on both sides to "improve monetary support, to enhance the quality of instructional programs, and to provide access to the ethnically underrepresented and help them succeed."

"There has been a renewal of spirit ... to engage others," said Leveille. "There is an increased cooperation and collaboration between public high schools and four year institutions."

Yet there are still difficulties in attaining the funds to bring this education to all who qualify. California has practiced the combining of public with private enterprise for many years, devising constructive competition and cooperation among public and private institutions. Though state funding continues to flow, the government has been pressing universities to make closer and stronger ties with businesses and are redirecting funds from research and academic-related activities to "business related" activities.

"The United States is very different from OECD countries in terms of its funding sources," said Leveille. "Californian higher education combines state and federal funds with internal investments, private enterprise, and extensions of services."

Most Californians, according to Halsey's report, are ill-disposed to government intervention. Yet California can see no viable future for higher education without the strong, steady support of the state and many times the federal government as well.

If funding for the educational system continues to dissipate, how will California keep its promise of education for all?

"How do you reconcile educating the masses with educational quality?" asked Leveille. "Put your money where your mouth is. It takes a lot of effort and the fulfillment of commitments."

Leveille sees the difficulty in reconciling all the factors of education and all its issues without the money to implement programs. This, he said, is the current atmosphere in the policy level.

Halsey believes that if Californians had to choose between an expansion involving the drop of standards at the apex of the public education structure, they would sacrifice quantity for quality without hesitation.

"The university is very concerned with quality," said Parker. "If we can't accommodate the projected growth, according to public announcements, quality would be of prime importance."

This quality was found to be evidenced by the standards set by the majority of the faculty and the policy makers in and out of the system.

"The OECD was also very impressed by the level of the faculty and their length of experience," said Leveille. "They were struck by the commitment and involvement of policy makers within and outside of the educational system."

Halsey, Leveille, and Parker all felt that having paid so

Please see OECD, page 6

"How do you reconcile educating the masses with educational quality? Put your money where your mouth is. It takes a lot of effort and the fulfillment of commitments."

By
Monica

Ortiz

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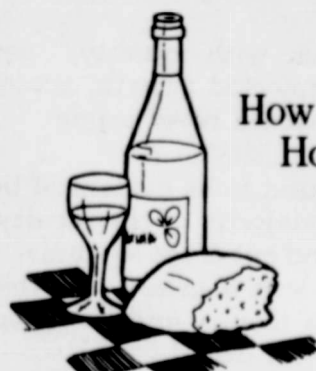
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Supreme Court says peyote use in religious rites illegal

WASHINGTON (AP) — The Supreme Court ruled Tuesday there is no constitutional right to take the hallucinogenic drug peyote as a religious practice.

The justices, voting 6-3, said Oregon officials may deny unemployment benefits to two fired drug counselors who ingested small amounts of peyote in Indian religious ceremonies.

Justice Antonin Scalia, writing for the court, said the First Amendment does not permit people to break the law in the name of religious freedom.

"We have never held that an individual's religious beliefs excuse him from compliance with an otherwise valid law prohibiting the conduct that the

state is free to regulate," he said.

Oregon's drug laws, he added, do not "regulate religious beliefs, the communication of religious beliefs or the raising of one's children in those beliefs."

In a strongly worded dissent, Justice Harry A. Blackmun accused the court of treating religious freedom for the first time as a "luxury" rather than "an essential element of liberty."

Today's ruling is a signal to Indians that religious freedom for unorthodox practices is "an unfulfilled and hollow promise," Blackmun said.

The case was before the nation's highest court for the second time.

STRUCTURE

From page 3

term is the other major change of the bill.

Basically, said Alberstein, changes were made in job titles to forestall legal problems. "Everyone is litigious these days," he said. He said keeping the title of a 'student government' is "extremely unwise."

In the past, the IRS has filed lawsuits against student governments who claim the tax-exempt status of a public benefit corporation but act as a student government.

"If you act like a government you are not allowed tax-exempt status of a public benefit corporation," Alberstein said. "You should pay for the right to play government."

"This is all based on money," he added. "The question of money in this case is 'can we keep our tax-exempt status?'"

If ASI were to function as a student government instead of a public benefit corporation, it would lose its tax-exempt status and end up paying the IRS like any multi-million dollar corporation would. Although he was uncertain as to the exact amount, Alberstein said the figure could run from the tens to the hundreds of thousands of dollars.

"Clearly," he said, "it could be a very material amount of money."

Alberstein said another motivation for changing over was to avoid lawsuits, but that getting a more accurate depiction

of ASI was also important.

"As ASI you have an image to portray," he said. "We want to make students feel like they were a shareholder and this is their corporation. This brings more of a perception of member participation."

"ASI Directors are not governing," he said, "they're administering a corporation, and that's a big difference."

The change could attract more student involvement in ASI, as well. Alberstein said it seems that more people are running for the Board this year, even though less seats are open with some directors being reappointed by their councils.

"To me this has more allure than 'let's play student government,'" said Alberstein. "ASI is making multi-million dollar decisions. The purpose of ASI is to organize and run the affairs of the corporation."

Currently most of the campuses in the CSU system have switched over to public benefit status. Some, like CSU Northridge, have held incorporated status for more than 20 years.

Mike Gomes, vice chairman of the Board, agreed that the restructuring brings ASI's name more in line with its duties.

"It reflects the functions we were set up to perform," he said. "We were set up to run as a corporation, and to provide benefits for students. A government can go into the red. If we do that we can get into deep trouble with a lot of entities."

OECD

Continued from page 5

dearly for the quality of education today, emphasis would be in the preservation of California's educational leadership if there would be an economic recession or a sudden failure to support higher education.

Yet what was gained from this intensive study? The review included about 32 recommendations, among them proposals for a more centralized authority over California's 106 community colleges, a more uniform admission system between community colleges and the universities, guaranteed student aid for needy, academically-qualified students and a better coordinated curriculum including foreign languages.

"There is really no change in direction," said Leveille, "just an affirmation on the direction we already pass."

Both Parker and Leveille said

that students may not directly feel the impact of the international study but that it has been felt in the policy level. Educators have felt the reinforcement of their work in all the campus activities as the observers recommended the affording of equal weight to teaching ability and research in the promotion and tenure of faculty.

"It is the interest in the short term and the long term that the study was about," said Leveille. "The results of the study won't have an immediate impact on graduation and won't be felt by the individual. It's more on the policy level."

A small invitational conference will be held in the UC Berkeley Center for Studies in Higher Education in May to discuss American reactions to the OECD review and the possible implications for California higher education system.

PANEL

From page 1

the forum were the Children's Center referendum, a resident advisor priority registration proposal, campus-community relations and the integration of better cultural group campus involvement.

Regarding the Children's Center referendum, the candidates' opinions varied.

"The Children's Center is badly in need of expansion," said ASI presidential candidate Jeffrey Denham. "I'm not against donating a dollar to help the children."

On the other hand, presidential candidate Michael Gomes said that although he supports the Children's Center, he does not support the referendum because it is not designed to meet the needs of the loan.

"I'm not in favor of raising our fees as they stand," said presidential candidate Adam Taylor. "I think we can take funds from other places in the budget."

"I feel it's important to Cal Poly students volunteering or working in the center for their majors," said ASI chairman of the board candidate Anthony Monzon. "I know \$1 won't solve the problem."

Chairman of the board candidate Mark Denholm said that he supports the referendum, although he would like to see it handled and presented differently.

In response to a question asked by the Interhall Council Chairman Chris Flesoras, Denholm said that he supports the priority registration proposal from the resident advisors. Resi-

dent advisors must be available for the students, he said.

"I don't see that it is very pertinent to the entire student body," said Gomes. "We need to do more investigation. One group of students getting priority over others causes distinct turmoil."

Although Denham was initially against the proposal, he said he now feels that the priority registration would help the resident advisors meet the requirements and still be available for the students.

"Resident advisors carry a large task with the job," said Taylor. "We need to coordinate and plan."

Resident advisors play an important role, said Monzon. "The majority of students are first-time students and need RA advisement," he added.

On the issue of community-campus relations, Monzon said that he sees community relations growing and that he wants to encourage both student attendance at city council meetings and a greater awareness between students and the community.

"I think students' input should be heard loud and clear," said Denholm. "We are half the population. Next year I'd like to get involved with the student liaison committee."

More students need to be actively involved in community relations and attend city council meetings, said Taylor. "We need to get the whole campus involved in getting out."

"The community seems to do a lot of things to hurt and hinder us," said Denham. "There needs to be some medium for the students. We seem to get pushed

around by the city — the very city we support."

Gomes said that he strongly supports developing a good relationship with the community. He encourages the student-community liaison committee and wants relations to continue to improve.

The last key issue was that of ethnic group integration into the university.

"Ethnic groups are a very intricate part of the puzzle," said Gomes. "They need to feel they are a part of ASI. I'd like to see a member of the ASI executive staff primarily for cultural groups."

The ethnic voice needs to be heard, said Denham.

"We need to get ethnic groups involved," said Taylor. "We need to actively recruit ethnic students from high schools."

Denholm said that he would like to create an ethnic relations position on the ASI executive board. He would like to see an ASI multicultural board create better communication between ethnic groups and ASI.

"My main goal is to get student awareness," said Monzon. "Ethnic groups are a large part of this."

All candidates agreed that better voter turnout can best be improved by promoting ASI all year.

The panel posing the questions to the candidates included Heidi Linkenbach, a representative from KCPR; Flesoras, a representative from Interhall Council; Angie Saline, a representative from ASI elections; and Christine Kohn, a representative from Mustang Daily.

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WOMEN

From page 1

one listens," Billig said. "Every single one of us started at the grass roots level, and made a choice where to go from there. Your activity all depends on where you see yourself fitting best."

Judd, who sees herself as the "self-proclaimed monitor of everything" said she began her involvement when she became frustrated with bureaucracy. The problem with politics, she said, is not really gender.

"We are all vehicles of political reform," Judd said. "You can plant seeds, and they will be built upon by those (who are) more educated. Public officials are not just people filling a seat, but they are on the line all the time. They work for us."

Billig said that sometimes the women actually limit themselves.

"I do not think men are the problem," she said. "Women either shackle themselves or allow others to shackle them. Women should be involved in any level that they can."

"Democracy does not work unless people care and participate. American people believe they can make no difference. I am never discouraged, because without all of us, we cannot maintain the integrity of the system."

AWARDS

From page 1

important."

Albert, originally from Santa Rosa, is a financial management and marketing undergraduate who has maintained a 4.00 GPA. Upon graduation in June, Albert will work for Anderson Consulting in San Francisco as a Management Information Consultant.

He hopes to go back to school to get his master's degree, and eventually have his own management and financial consulting firm.

Albert looks to his father as an excellent role model for his success.

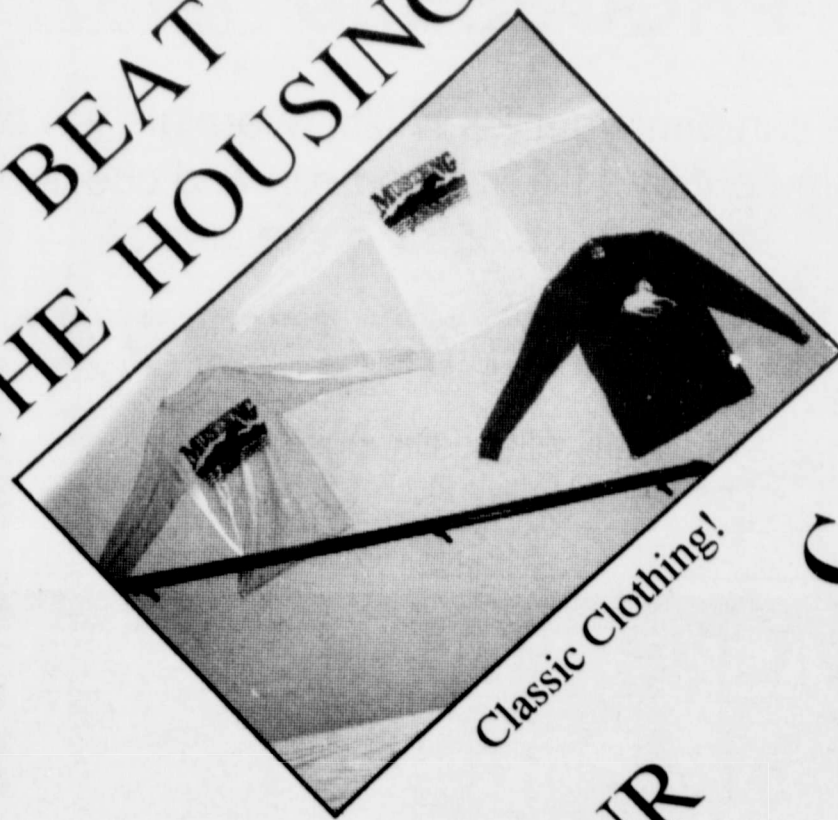
"My father owns his own contracting business and works very hard," said Albert. "He instilled in me a sense of discipline and values."

Albert emphasized setting a goal, working hard to accomplish it and always giving 100 percent. He is currently working as a consultant for a local firm, and had the opportunity to work for Congressman Douglas H. Bosco in Washington D.C. as an intern last spring.

Both students will attend the awards dinner given by the Los Angeles Chapter at the University Club. The Financial Executives Institute is an organization of about 13,000 senior financial executives in the United States and Canada that meets monthly to hear about timely financial topics from local and national speakers.

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Brandon K. Engle
Staff Writer

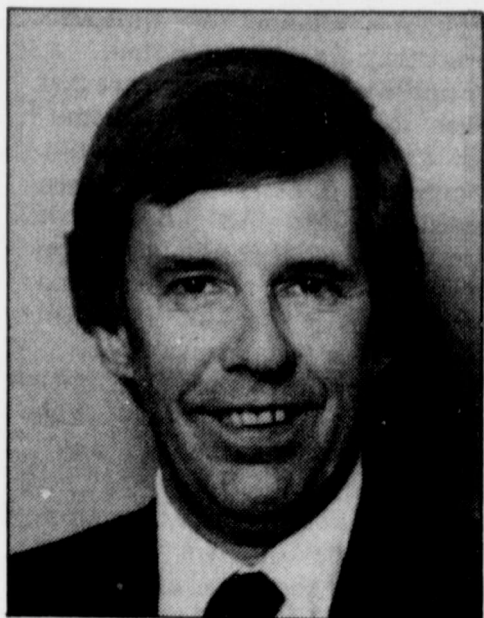
The usually quiet study room, San Luis Lounge in the University Union, became a window through which students could view the world of advertising Monday night. Those who were eager to look through the window found guest lecturer Allen J. Larson, senior vice-president and media director for Ruud & Partners, a Los Angeles based advertising agency, holding the latch.

Larson's lecture, "Everything You Ever Wanted to Know About Careers in Advertising, but Couldn't Find Anyone to Ask," focused on the pathways into the advertising business and how students could get there from college.

The world of advertising was opened to the attentive audience with advice from a professional who has been working in advertising for more than 25 years.

You are exposed to a barrage of advertising everywhere you go, said Larson. "Each day the average consumer is exposed to approximately 123 television commercials, over 65 newspaper ads, not including the want-ad section, and at least 60 radio commercials heard on one of the five radios owned by their household."

With these statistics Larson showed the audience a video tape of commercials that college students had picked as their favorites. Joe Isuzu, Nike's "Just Do It" campaign and Budweiser commercials were deemed by college students as



Allen Larson
the ones they most enjoy watching.

But behind these flashy, high-energy commercials is the business of advertising; a business Larson sees as being wasteful to some degree but he feels that "it's still the best, most efficient method of providing information to potential customers."

Larson showed the many different opportunities that the advertising business has. The main agency staffs are comprised of people who are creative, employ the techniques of marketing and are good administrators.

"Simply and briefly, this is the way advertising works," Larson said. "It is a little bit of science and a little bit of art."

Having knowledge in sociology, psychology, management and desk-top publishing are key in-

gredients for the student who seeks a career in advertising. Larson also feels that Cal Poly's marketing program is well suited for preparing students for the business.

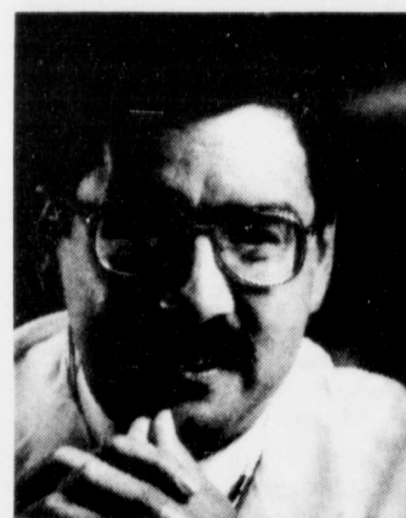
He offered some advice for students who want to concentrate their efforts on entering the field. Larson said students should keep working at getting that first job. Finding a mentor and learning to be a good follower is a good way to learn about the business. Good writing and speaking skills are also a must in the business. Developing professionalism early will be advantageous for college students, said Larson. "It ain't going to be easy."

Stress management is another important lesson one must learn for this business. "Work smart, make it fit your life," said Larson.

The lecture was co-sponsored by the student chapter of the American Marketing Association, the Word of Mouth Club, and the MBA Association.

Larson has worked for Quaker Oats Co., the Bloom Agency in Dallas, and for Ketchum Advertising in San Francisco. He earned a master's degree in advertising from the University of Illinois and began his career in Chicago.

His visit was part of the Ambassador Program of the Advertising Educational Foundation. The program sends seasoned advertising executives to colleges and universities nationwide to discuss the advertising process with students and faculty.



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AUTHORITY

From page 3

issues that do not concern the utilization of ASI money. Decisions that do not directly concern the use of ASI money are made by the administration. ASI can, however, submit a resolution to suggest what the student body would like to see happen.

ASI has a bipartisan working relationship with the administration, said Echeverria. ASI can only offer advice about non-financial decisions regarding the students. ASI is primarily advisory where administration matters are concerned.

"The university is willing to listen on a wide variety of issues and take into account student positions," said Conway.

"There are a lot of times students don't have as much power

as we'd like to," said Echeverria.

All decisions must pass through a channel of approvals before they are considered final.

Funding decisions start at either the ASI Finance Committee or the Union Executive Committee (UEC) and are then passed to the ASI Board of Directors and the administration for approval or amendment and are finally given to President Warren Baker for approval.

"President Baker is more responsive to students than other university presidents are," said Echeverria.

Echeverria said there have only been one or two decisions overturned somewhere in the process of approval.

ASI funds ASI-coded groups and the University Union using

money that comes from student fees. Echeverria said ASI receives \$230 from each student annually. Of this money, \$47 goes to ASI, \$159 goes to the University Union and the new recreational center, and \$24 goes to instructionally-related activities. ASI controls about \$5 million annually.

"I certainly hope that ASI protects the needs of the students," said Echeverria. "I try to keep in mind that it's the students first. ASI can be more effective when the general student body is involved in the process and uses them."

"It's (ASI) a tool that students can use as their voice. It gives them more power. They can use the infrastructure of ASI to give their arguments more power."

Water plan offers savers rebates

LOS ANGELES (AP) — The Metropolitan Water District wants to reduce Southern California water consumption by 10 percent by offering rebates as part of a \$35 million conservation plan.

The plan offers incentives but no penalties and leaves specific plans for water reduction to local districts in the fourth year of a state drought.

Eligible for the rebates are the 27 agencies served by the MWD in six counties stretching from Ventura to San Diego, an area that includes about 15 million consumers.

The Los Angeles plan, which must be approved by the MWD's board of directors, also proposes spending \$500,000 for buying and distributing water conservation kits.

Bicyclist collides with the rear end of a pick-up truck

A biology sophomore rode her bicycle into the back of a pick-up truck on campus Monday at 10:05 a.m.

According to Public Safety officials, Lisa Petty's bicycle collided with political science freshman Steven S. Jones' truck on Via Carta.

Petty was taken to the Health Center and treated for minor abrasions and bruises. Jones was not injured.

— By Laura Daniels

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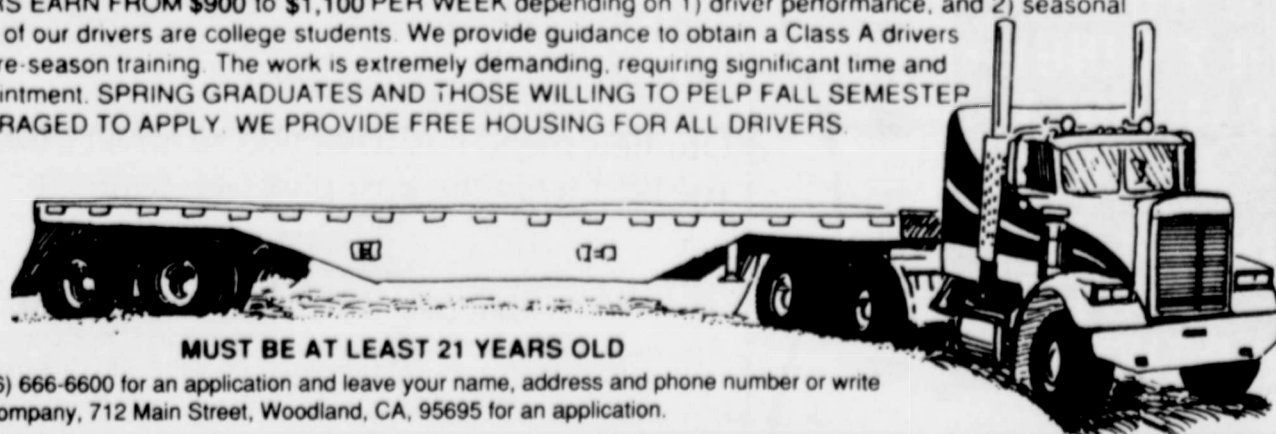
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Project lets U.S., foreign students trade places

By Nadya Williams
Staff Writer

Some enterprising students in Europe and California have come up with a creative yet practical way to go to school in each other's countries.

Project Ulysses, started at CSU Northridge, is a completely student-run club that arranges for people to literally trade places with students at foreign universities. So far, the student swaps have been organized only between CSUN and Twente University, a six-year technical college in Holland, but invitations to participate are now being directed toward Moscow Univer-

sity.

Not to be left out, a Cal Poly industrial technology major, Dominique Cabrera, decided to exercise the university's "learning by doing" philosophy by proposing a Project Ulysses on campus last quarter.

"I heard about the club through my friend Stacey Wong, who organized the first, and so far only, project in California, at CSUN," Cabrera said. "This could even lead to a faculty exchange. It's taken a lot of time and work, but I'm very excited about the possibilities."

Project Ulysses, named after the Greek mythological traveler, is the brainchild of Jan Ketelaar,

a Dutch student who attended CSUN in the fall of 1987 and spring of 1988. He was so impressed with the campus that he proposed an exchange program between CSUN and his university back in the Netherlands. Twente University, a polytechnic school, is located in Enschede on the German border.

Two years later, his vision is finally coming to fruition. Twente University and CSUN plan to do their first student exchange this fall quarter. Language constraints will limit the American students to taking only business and engineering classes in Holland. Because it is a one-to-one exchange program,

each student will pay tuition fees for their own school before leaving to study abroad. This is especially advantageous for the foreign students, as the high non-resident fees traditionally keep them out of American universities.

Marilyn York, coordinator of International Programs at Cal Poly, is the proposed club's advisor. She said the project is still in its infancy and a proposal has yet to be submitted.

CSUN has been the ground breaker, Cabrera said, and they are hard at work on the time-consuming business of accreditation and approval. The student-run organization also hopes to

obtain work permits so that participants can serve internships. Funding is being sought from American and European companies.

Currently, there are student exchange programs between Cal Poly and Australia, though only in ornamental horticulture and architecture. An exchange with Kenya in agriculture business management will hopefully be implemented this fall, York said.

So far, the Ulysses Project has focused only on Europe, and organizers hope that the 1992 consolidation of the European Economic Community will greatly improve and streamline the university exchange process.

Classified

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Travel

EUROPE
See London & Paris June 19-29
details: ASI TRAVEL CENTER UU102

Employment

ADVERTISING SALES

Super organized, self starter
wanted for display advertising
sales. Candidates must be able to
work 20 hrs/wk, have reliable
transportation and be registered
at Poly. We are looking for a
dynamic, high energy person with
the ability to establish new
clients in SLO county. Sales/
layout experience preferred, but
not necessary. Earn by graduated
commission. Please submit resume
and references to Mustang Daily,
advertising director, Graphic Arts
Bldg Rm. 226. Position available
immediately 756-1143.

CAMP COUNSELOR
The City of Concord, an affirm-
ative action-equal opportunity
employer, is recruiting camp
counselors to work with children
8 to 15 years old, at their summer
camp in South Lake Tahoe, CA. Inter-
views will take place on campus
April 20. Interested applicants can
pick up a job description, applica-
tion and make an appointment at the
Student Placement Center.

GOVERNMENT JOBS \$16,040-\$59,230/yr
Now Hiring. Call (1) 805-687-6000
Ext. R-10081 for current federal
list.

GOVERNMENT JOBS \$16,040-\$59,230/yr.
Now Hiring. Call 1-805-687-6000
Ext. R-10081 for current federal list

PHOTOGRAPHER NEEDED

The Mustang Daily is looking for
a part-time photographer to shoot
photos for our ad department.
Darkroom skills essential.
Flexible hours. For more info,
call 756-1143 Ask for Mark.

Poly Royal Needs Class 1&2/A&B
to Drive on Campus Shuttles April
27&28 Contact Phoenix at x2487
or stop by UU209 by April 23

Second Edition Copy Center is now
hiring for Summer and Fall
quarters. If you are a motivated
individual looking for more than
just a job, pickup an application
in the ASI Business office UU 212

Employment

WANTED-SUMMER-FALL-SPRING
House/Yacht Sitters-You Must
Be BONDABLE-Appt. 541-4937 Ask
For Jim-HOME SECURITY INTER'L

For Sale

50 GALLON AQUARIUM 4 SALE!!!
WITH ALL ACCES. & STAND \$250. OBO
CALL NICKY 541-1983 MUST SELL!

AIR TICKET ONE-WAY SLO TO SAN
FRAN, MAY 28, \$60, 239-2871

COMPUTER WIZARDS-UNIQUE LAPTOP
CASIO COMPUTER WITH PRINTER-
USED ONCE!! CALL FOR DETAILS
\$250 (ORIG. \$595) 773-1615

ECLIPSE-LASER CUSTOM COVER

Never used/Best quality available
Includes locking cable
\$195 OBO 546-9184

SCUBA GEAR!!! MASK, SNORKEL, FINS, GLOVES BOOTS AND WEIGHT BELT Boots & gloves- size small FOR SALE!

LIKE NEW CONDITION- only been used 5x
\$200 for all or best offer
Call for more details 542-9461

Mopeds & Cycles

'81 Honda Express Scooter
Blue, New Tune-up, Great shape,
\$200 obo 544-6519 after 5:00 pm

'82 YAMAHA VIRAGO 750cc
9.7K/mi. \$850 544-9261-Jeff

WHY RIDE A SCOOTER WHEN YOU CAN
RIDE A 82 NIGHTHAWK 450 FOR 650
NEW BAT/CLUTCH AND TUNE 542-9509

Roommates

2 Rmmates Needed share room-own
Bathrm Spring Qtr. \$200/mo 545-9263

MALE ROOMMATE NEEDED. Nicely furn.
2bd apt d/w, w/d, parkinglot & pool
\$212.50/mo call 545-9364!!!

Roommate Needed! F Own Big Room!
Share Bath, Wash Facil., Nonsmoker
Sublet Spring! 545-9553 Can Lv. mesg

Rental Housing

2 BR Condo in SLO. 2 Story, yard
Pets OK, laundry in Kitchen Part
Furnished. \$775/MO. 544-8530
544-1519 OWNER-AGENT

61 BROAD now has shared spots
available in 2bdm Apts 544-7772

Loft in Mill St Victorian
\$325 per month TODD 543-5414

Ranch Manager-250 cow/calf
operation on 2500 acres in Edna
Valley starting \$1400/mo inclds
ranch house, health ins. truck &
board for 2 horses call 541-2800
days, 541-1020 evenings

Homes for Sale

CEDAR CREEK FURNISHED CONDO
Two bedroom-two bath walk to
school, pool, rec room, avail Fall
'90 Call 965-1775 (683-0824)

AAA! BEST PRICED CONDOS & HOMES
LISTED FREE SPECIALIZING IN
STUDENT/PARENT INVESTMENTS.
INFORMATION PACKET AVAILABLE ON
CAMPUS CALL MARGUERITE
541-3432 CENTURY 21

BUYING A HOUSE OR CONDO? FOR FREE
LIST OF ALL LEAST EXPENSIVE HOUSES
& CONDOS FOR SALE IN SLO, CALL
STEVE NELSON 543-8370. Farrell Smyth

CEDAR CREEK FURNISHED STUDENT CONDO

2 bed, 2 bath walk to school
pool, rec room.
best offer 965-1775

Student rents are going through
the roof in the fall! Why pay rent
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what you would pay for rent? Have
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1 Bdrm, 1Bth condos in charming
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cute 2 BR with office, spa, sauna
On the creek \$235,000. Large 3 BR
in Laguna \$229,000. Fixer with
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Two 3+ Bdrm, 3 Bath Homes in SLO
\$229,500 & \$269,900. Also, close
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+ 2 BR on Foothill \$250,000. Many
more!! 13 years experience with
Cal Poly students & families. Call
(805) 544-8530 SHAPIRO REALTY

Business Directory

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Best Rates-All Types 544-1371

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Specialists in T.S.A.s
ANNUITIES WEST
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PACIFIC COAST LIMOUSINE
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marketing communications profes-
sional who can capitalize on your
skills and get those interviews!
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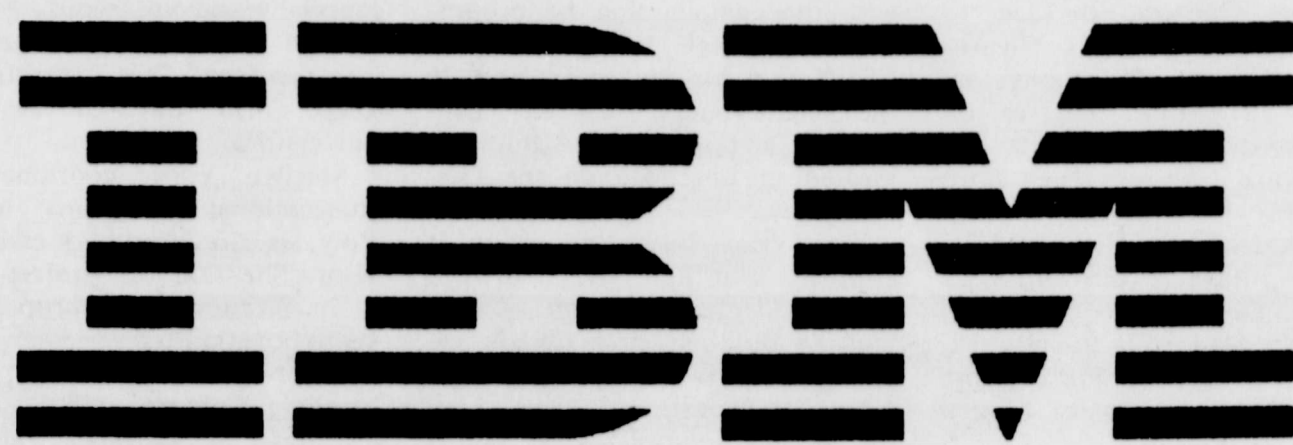
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Refreshments will be served...

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